50th Anniversary of Whitman

Whitman COIN SUPPLY MERCHANDISER

WORLD'S LEADING NUMISMATIC SUPPLIER

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IN SEARCH OF A NUMISMATIC-LIKE TERM

We are frequently bothered by the term "proof-like." What our hobby needs at the moment is a good, acceptable term that would describe once and for all the state of quality that means choice, tops, select, near perfect, or something of the kind. Unquestionably, Canadian and Israeli mint set quality can be called "select uncirculated." Moreover, these coins are handled with tender, loving care and are attractively packaged for souvenir buyer or numismatist. Whatever the present acceptance of terminology may be, these specimens convey an honest, legitimate attempt to supply coins in the best obtainable standard mint-run condition. Plans are afoot to improve their present quality to a still higher level. This can be expected when the new mint facilities are fully established. Meanwhile, the numismatic profession ought to establish a universally acceptable term to fit this grade of perfection and drop forever any relationship with the term "proof," which is another method of manufacture entirely.

Here is a good place to express this editor's understanding and use of the label "proof." It is simply a special procedure of die-making and preparation of blanks followed by stamping in a special way with special equipment. It is not a grade or condition; it is a proof. A mishandled proof may receive any degree of damage and thereby earn the term "impaired proof." It's still a proof. Some numismatists accept the same grading standards for these coins as for regular coins for the purpose of evaluating such specimens. Nevertheless and notwithstanding, such a piece is and will remain a proof specimen.

Unfortunately, the term "proof-like" has crept into our Canadian and United States vernacular. It was originated, innocently to be sure, to embellish and enhance the desirability of nice, cleanly struck business strikes selected from run-of-the-mint coins. These are honestly worth more and bring more. But they are not in any sense proofs, or like proofs. In short, proof is not a grade, it's a method of manufacture. To describe a coin as proof-like is therefore misleading because it implies that it was somehow made in a manner to imitate a proof, which it was not. Unfortunately, the hyphenated word is now a commercial gimmick to turn the collector's mind just a wee bit gently into a thought trap, the resulting thought emerging slightly off the beam of reality.

R. S. Yeoman
Vice-President and
General Manager
Coin Supply Division

HOLLAND WALLACE JOINS EDITORIAL STAFF

Our newest member of the Whitman Coin Supply Division is Holland Wallace. His primary duties will be in the Editorial Division, where, with his years of experience in Latin American coins, his first project will be supervising production of the forthcoming revised *Guide Book of Mexican Coins*, by T. V. Buttrey.

Born in Texas, some 26 years ago, he began coin collecting at the tender age of eight. His particular specialty has been modern coins of the world, with emphasis on Latin American issues. His recently published *Central American Coinage Since 1821* is a major contribution to numismatics.

Holland attended Weslaco (Texas) High School, where he was a National Merit Scholar. Later, he majored in engineering at Rice University and eventually transferred to the University of Texas School of Architecture. He was previously employed as a draftsman and in several other fields, but has spent the past three years working for Stanley K. Rupert, a well known Texas coin dealer, where he gained a wide general knowledge of numismatics.

In addition to a full schedule of work to be done on forthcoming coin publications for the Whitman Coin Supply Division, Holland will be working as a member of the *Numismatic Journal* staff.

WHITMAN VINYL LINE TERMED BEST AND MOST COMPLETE

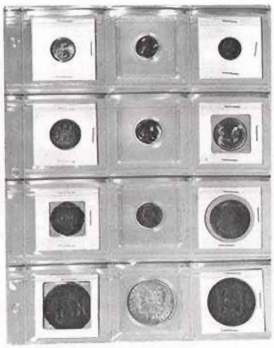
Some people feel that the number thirteen has an unlucky connotation. Not here at Whitman, however, where that is the exact number of different items in what the industry has termed the finest and most complete line of vinyl coin products on the market today.

Vinyl, a relatively new concept in coin housing, was introduced to the hobby only a few years ago, but in that time it has gained a strong and respected position among collectors. Vinyl holders have a versatility found in no other coin holder. A variety of products offered in the Whitman line will accommodate just about any coin, medal, or piece of paper money that a collector has. And what is more, different arrangements can be made with these products that allow the collector to organize his material in any fashion that suits his needs.

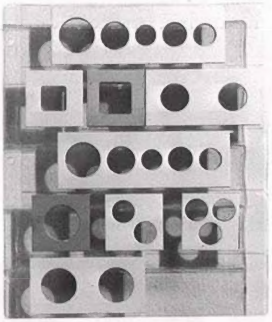
The most popular of these products is the 20 pocket vinyl page that has become the standard means of displaying a large number of miscellaneous coins. Nearly all dealers use these pages for vending foreign coins. They offer visibility, easy access, and a suitable protection found in no other storage unit. Collectors, too, have welcomed this form of coin housing, as it enables them to organize a collection of miscellaneous coins that could not be accommodated in standard holders.

The Whitman 20 pocket Coin-Sert page, No. 9708, accommodates any coin up to crown size, or any 2″ x 2″ coin envelope or holder. The retail price is 50¢, which is only slightly higher than the price charged for similar products made from an inferior grade vinyl. Vinyl plastic, it is well to note, comes in several grades. That used in all Whitman products is the finest virgin material. Poorer grades have a tendency to deteriorate and release some of the chemical components which eventually could be harmful to coins.

The Whitman Big 12 Coin-Sert, No. 9722, is a 12 pocket vinyl page similar to the above mentioned item that also retails for 50¢. It is designed to hold coins or medals larger than crown size. It will accommodate 12 pieces up to 2½″ in diameter. Each of these pages has pockets that are electronically sealed on three sides and open at the top. They are punched with holes to fit a standard three-ring binder.



The third, and similar, vinyl page known as the Zip Coin-Sert, No. 9791, retails for 69¢, and has an added feature for greater protection of the coins. At the top of each of the twelve pockets on this page there is a pressure sensitive locking device. This patented feature, similar to a zipper, enables each pocket to be sealed by simple finger pressure. The pockets can just as easily be opened by pulling on the "zipper." This page, like the above two, is also made of crystal clear flexible polished vinyl.



Whitman's Sert-A-Coin vinyl page, No. 9792, retails for 35¢. It consists of ten sleeves that will accommodate a variety of coin holders, from the standard 2″ x 2″ size up to a 2″ x 8″ size. It is particularly useful for displaying coins in cardboard mounts, but can also be useful for a multitude of other items (with the exception of loose coins). We have even discovered that ten matchbook covers can be stored nicely in this holder, and many collectors of these items, as well as anyone wishing to display a collection of small flat objects, will find these pages useful. Smaller pieces of paper money, up to 2″ x 4″, fit perfectly in these pages.

The E-Z Slide page, No. 9790, that retails for 50¢, is a companion to the above holder. In fact, you have to look closely to notice the differences between the two. Primarily, it is slightly larger in all dimensions to accommodate thicker coin holders. It will house nearly all of the heavy plastic coin holders on the market today, from the 2″ x 2″ size up to the Canadian Mint Set holder.

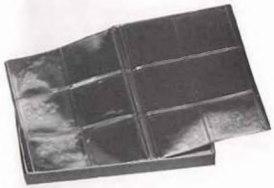
The second most popular of all the vinyl pages is the three pocket Bill-Sert, No. 9709, that retails for 50¢. This is specially designed for the currency collector. Each page will accommodate three bills up to 3¼″ x 8″. United States large size notes, protected in the Whitman acetate currency holder, can easily fit in the Bill-Sert pockets.

The vinyl Coin-Vu envelopes were designed for the collector who wants to give his coins added protection before storing them in envelopes or any of the above mentioned vinyl pages. They offer considerably more protection than the cellophane envelopes, and their crystal clearness, electronically sealed edges, and extra long flap make them an ideal choice. The heavy polished vinyl will not crack or deteriorate with age.

Two sizes of the Coin-Vu envelopes are available. 2″ x 2″ for standard coins and 2½″ x 2½″ for medals or oversize pieces. Each of these is packaged in two different forms for the convenience of retailers.

The 2″ x 2″ is available in a package of 24 units which retails for 49¢. This is No. 9720. The same envelope may be purchased in a bulk package, No. 9721, which contains 500 envelopes that may be merchandised in any form. These retail for 2¢ apiece.

The 2½″ x 2½″ envelopes are available in a package of twelve, No. 9723, which retails for 49¢, or in a bulk package of 250, No. 9724, to retail at 4¢ each.



A great number of collectors like to carry just a few coins with them to conventions or meetings. For their convenience, two vinyl coin wallets have been designed. The first is a handy 4½″ x 7″ size that accommodates 24 coins in four pages. It has an attractive blue cover and is individually packaged in a cardboard box. Stock No. 9725, retail price $1.00. The second wallet and newest member of the Whitman vinyl line is only 2½″ x 7″ (I suppose we should call this our Slim-Line model). It holds twelve coins and retails for 50¢. The attractive covers are in a variety of colors. Stock No. 9793.

The last, but not least, in Whitman's sterling array of vinyl products is a custom made three-ring binder to accommodate the Coin-Sert, Bill-Sert and Sert-A-Coin pages. It is one of the finest binders on the market and has been specially constructed of extra heavy material to support the bulk and weight of a coin collection. Its cover is a luxurious blue that harmonizes with the Whitman albums. On the spine of each binder a space is provided for identification of its contents.

IN THE PLANNING STAGE

"GUIDE BOOK OF MEXICAN COINS," by T. V. Buttrey—an enlarged version of this popular reference will be published later this year. In its new form it will cover all coins of independent Mexico from 1822 to date. New size, new coverage, new price.

"TYPE INDEX OF LESSER GREEK COINAGES," by John F. Lhotka—this much needed reference will provide a simple guide for classifying all minor Greek coins. Late fall publication is planned. By popular demand.

"MODERN LATIN AMERICAN COINS," by Robert P. Harris—this companion to Harris' *Modern European Coins* will provide a superb reference work for the Latin American coin buff. Manuscript is now almost completed.

"THE EARLY CURRENCY OF AMERICA," by Eric P. Newman—this monumental book, similar to Crosby's coverage of Early American Coins in size and scope, is destined to be one of the greatest numismatic books ever published. It is now in the typsetting stage, with plenty of work left to do.

"MISSTRUCK COINS." Preparation of this book has been a much bigger task than ever anticipated. Manuscript is nearly completed. Most of the illustrations are ready. A preview of one chapter, "Blundered Dies," is being run in the *Whitman Journal*. Book could be ready later this year.

"CURRENT COINS OF THE WORLD," by R. S. Yeoman—a new book to keep collectors of foreign coins up to date on new issues. It will cover all world issues since approximately 1940.

AND—just to keep us out of mischief, about 40 other titles planned for the next five years!

COMING SOON MARK ✓ YOUR CALENDAR

"A GUIDE BOOK OF ENGLISH COINS," Fifth Edition 1966-1967, by K. E. Bressett—to be released May 15. Slated for simultaneous release: a special new version of this popular catalog priced in pounds sterling for the English trade. Look for a new price tag on this item.

"LET'S COLLECT COINS," by K. E. Bressett—scheduled for May 15 release. A 64 page basic primer and price list of U.S. coins supplemented by a brief history of coins and collecting through the ages. Should be a hot item at 50¢ retail.

"BASIC CHECK LIST OF U.S. COINS." A carded, 29¢ item for rapid turnover in any type outlet. Looks like this one will be a winner. Release date to be announced in next Merchandiser.

"COINS OF THE WORLD, 1750-1850," by William Craig—still shooting for June 15 release date.

WHITMAN EDITOR
NAMED TO 1966 ASSAY COMMISSION

United States coins are as good as gold. Of course, we all know that, but that is the official opinion of K. E. Bressett, Managing Editor of Whitman's Coin Supply Division, who was appointed by President Lyndon B. Johnson to serve on the 1966 Annual Assay Commission.

The Commission, which has met almost every year since it was established by Congress in 1792, examines and tests a sampling of coins made during the year. The law prescribes that not less than one piece in each ten thousand dimes, quarters and half dollars be set aside for the annual assay. The Commission met at the Philadelphia Mint. In addition to the twenty-two appointed members for 1966, many mint and Treasury officials were also present, including Miss Eva Adams, Director of the Mint, Frederick Tate, Assistant Director, Mrs. Fern Miller, Superintendent of the Denver Mint, and Michael Sura, Superintendent of the Philadelphia Mint.

The Assay Commission members were divided into three groups to perform the various testing functions: the Weighing, Counting and Assaying Committees. Mr. Bressett served on the Assaying Committee, which he found particularly interesting because of his many years of numismatic study and research into the history of coinage. One of his other functions was to select a sampling of coins representing production from each mint for every month during 1965. These coins were separated in large envelopes and stored in what is traditionally called the "Pyx" box.

Of particular interest to this year's Commission members was the testing of the new clad coins. Standards and procedures for assaying these coins were considerably different from those for silver pieces. Only the clad quarters were tested. Dimes and half dollars, which Commission members watched being minted during their special tour of the Mint, had not yet been released, and thus were not included in the 1966 assay.

At the traditional evening banquet which ended the affair, each of the twenty-two members was presented with the special Annual Assay medal.

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